



## REPORT TO THE CITY COUNCIL

AGENDA ITEM NO. \_\_\_\_\_

COUNCIL MEETING May 20, 2008\_\_\_\_\_  
APPROVED BY\_\_\_\_\_  
DEPARTMENT DIRECTOR  
CITY MANAGER

May 20, 2007

FROM: CAROLYN HOGG, Chief Information Officer *SH*  
Information Services Department

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Information Services Department

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Information Services Department

SUBJECT: OBTAIN COUNCIL AUTHORIZATION FOR CHIEF INFORMATION OFFICER TO  
NEGOTIATE AND ENTER INTO CONTRACT WITH DIGITAL MAPPING, INC. FOR  
AERIAL PHOTOGRAPHY UPDATES FOR AN AMOUNT NOT TO EXCEED \$80,000

**KEY RESULT AREA**

Customer Service, Resource Management

**RECOMMENDATION**

It is the recommendation of staff that the Council authorize the Chief Information Officer (CIO) to enter into a contract with Digital Mapping Incorporated (DMI) of Huntington Beach, California to provide complete and corrected aerial photo mapping services for the City of Fresno in an amount not to exceed \$80,000.

**EXECUTIVE SUMMARY**

The last complete aerial mapping flyover was completed in 2005. Since that time Fresno has experienced heavy growth and our existing photo maps have become out of date. This new aerial imagery will cover the newer growth areas around the periphery of the City of Fresno. The Information Services Department released a RFP in April, 2008 to get updated aerial imagery. The City received nine responses to the RFP. Digital Mapping Incorporated was the only responsive bidder to meet the technical specifications and be within the budget amount of \$80,000. This project will provide a complete set of updated aerial maps for multi-departmental use.

**BACKGROUND**

Aerial photo mapping services provides mapping data for use by multiple departments within the City of Fresno as well as members of the Regional e-Gov System which is a collaborative effort between the County of Fresno, City of Clovis, City of Fresno, and other local agencies. This System is an effort to reduce the duplication of effort, reduce costs, and increase the reliability of information.

Some of the uses are as follows:

- Police Department - Crime Analysis and used by officers in emergency situations such as SWAT team operations.
- Fire Department - Fire and emergency response planning.
- Public Utilities - Solid waste route planning and GIS web viewer (iView).
- Public Works - Expects to use the imagery to monitor the build out of infrastructure for Urban Growth Management (UGM) fees.
- Economic Development – Research, analysis, and event planning.
- Planning and Development – GIS web viewer (CityView), research, and updating land use.
- Parks and Recreation – Presentations, mapping, and planning new parks.
- Code Enforcement - Weed abatement process.
- City Council and City Manager's Office – Reports, analysis, and presentations.
- Regional e-Gov System – GIS data maintenance and reference.

### **FISCAL IMPACT OF RECOMMENDATIONS**

\$80,000 was approved by City Council during budget deliberations. There is no additional impact to the General Fund.

Attachments:

Evaluation Committee Report



**REPORT FROM EVALUATION COMMITTEE  
REQUEST FOR PROPOSAL FOR  
ACQUISITION OF AERIAL ORTHO-PHOTOGRAPHY**

**COMMITTEE MEMBERS:**

George Bearden, Programmer Analyst III, Information Systems Department  
Pam Kountz, Programmer Analyst III, Information Systems Department  
Gary Unruh, Programmer Analyst III, Information Systems Department  
Eddie Hughes, Information Services Manager  
Bryce Hubbell, GIS Supervisor

**BACKGROUND:**

The goal of this Request for Proposal (RFP) was to solicit proposals to provide Aerial Ortho-Photography for the City Of Fresno. The RFP document was sent to thirty eight vendors. Nine vendors responded with a total of fourteen proposals. The proposals were opened and evaluated on April 23, 2008. Only the second proposal submitted by Digital Mapping Incorporated was within the budget and minimum technical specification.

**EVALUATION BY COMMITTEE:**

The preferred specification for this RFP is a pixel resolution of 4" at 400 scale with a forward overlap of 30% and a side overlap of the 60%. The minimum specification is a pixel resolution of 4" at 500 scale with a forward overlap of 30% and a side overlap of 30%. The budget for this project is \$80,000.

Cartwright Aerial Surveys:

Cartwright responded with a proposal with the highest cost of \$340,000. The proposal met the minimum technical specification but exceeded the \$80,000 budget.

Digital Mapping Incorporated:

DMI responded with two proposals. The first proposal was for \$88,500 and met the preferred specification but exceeded the \$80,000 budget. The second proposal was for \$72,500 and met the minimum specification and budgeted amount.

GEOspatial Professional Solutions:

GPSI responded with a proposal of \$98,975 which exceeded the \$80,000 budget. The proposal offered a 3" pixel resolution which was better than the 4" resolution required in the RFP.

HJW Geospatial:

HJW Geospatial responded with a proposal of \$97,490 which exceeded the \$80,000 budget. The proposal met the minimum technical specification.

Report from Evaluation Committee  
RFP No. 2825, Acquisition Of Aerial Ortho-Photography

Mira Solutions Incorporated:

Mira Solutions responded with four proposals. The first proposal was for \$175,819 which met the preferred standard. The second proposal was for \$109,963 and differed from the first proposal in that it specified a 30/30 overlap. The third proposal was for \$121,006 and differed from the first proposal in that it specified a 500 scale photo. The fourth proposal was for \$81,985 and met the minimum specification. All of the proposals exceeded the budget amount of \$80,000.

Olympic Mapping Systems Inc:

Olympic Mapping Systems responded with a proposal of \$123,000 which met the minimum technical specification but exceeded the \$80,000 budget.

Pictometry:

Pictometry responded with two proposals. The first proposal was for \$105,799 which met the minimum technical specification but exceeded the \$80,000 budget. The proposal also included four way oblique images, 911 interface and proprietary image viewing software. The second proposal was for \$45,000. This proposal was for an off the shelf purchase of 6" resolution imagery which did not meet the minimum technical specification.

RBF Consulting:

RBF Consulting responded with a proposal of \$65,000 for 6" resolution imagery that was taken in April, 2008. This proposal did not meet the minimum technical specification. RBF consulting is a business partner with HJW Geospatial.

SWM Technologies Incorporated:

SWM Technologies Incorporated responded with a proposal for \$121,727 that met the minimum technical specification but exceeded the \$80,000 budget.

**RECOMMENDATION**

1. The Committee recommends award to Digital Mapping, Inc. in the about of \$72,500. Their proposal meets the RFP requirements for resolution, overlap, scale, and cost. This was the only proposal that met all of the RFP requirements.